LEO BURNETT U.S.A.
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New Players Lights 25's

"A carton of quality for $1.50 less? No doubt about it."

PLAYERS
Select Blend Kings
Lights
25's
$1.50 LESS A CARTON
PLAYERS Lights
200 Cigarettes Kings
8-Soft Pack 25's
PLAYERS
Lights
25's

Super Saver Carton
Kings & 100's
Also available in Menthol

Count 'em.
200
of the finest
for $1.50 less a carton.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Kings: 10 mg "tar," 0.8 mg nicotine — 100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

Mfr's. suggested pricing based on full-price brands.

Source: https://www.industrydocuments.ucsf.edu/docs/fqkn0003